

Liverpool John Moores University

Title: EVENT MANAGEMENT AND DEVELOPMENT
Status: Definitive
Code: **6535BECTEF** (118916)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Beckett College London

Team	Leader
Drew Li	Y

Academic Level: FHEQ6
Credit Value: 12
Total Delivered Hours: 24
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12
Workshop	12

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Evaluation of a real event	100	

Aims

To introduce students to the inter-related and complex components of event management and to provide students with a critical insight to the event management process.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate the value of event planning models to the event practitioner.
- 2 Critically evaluate event management processes using specific named event examples.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Report	1	2
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Outline Syllabus

Event Management, risk assessment and legislation, event typologies, site planning, strategies for success, support services, event planning models, evaluation tools and techniques.

Learning Activities

Students will participate in practical workshops and lectures throughout the module. Practising Event Managers will engage with students and share their real world experiences through

Notes

Through the study of this module students will be able to identify the key factors which impact on the event process. Evidence from this module may contribute to WoW certification.